

## Apply Missouri FAQs

### What type of organization can be a site for the Apply Missouri program?

Because Apply Missouri activities largely take place during the school day, sites must be high schools. Additionally, Apply Missouri does take a significant amount of effort. Therefore, it is important the school has demonstrated commitment to preparing students for postsecondary education. A participating high school may choose to select an internal person, such as a guidance counselor, to serve as its site coordinator, or may work with a college access organization serving as the site coordinator. Missouri has many college access organizations such as Missouri College Advising Corps, College Summit, College Bound of St. Louis, PrepKC and more. Many of these organizations work directly within high schools to help students prepare for college, and Apply Missouri can be an ideal program to help strengthen those existing efforts.

### What does it mean to be a “sponsored” site, and what are the criteria?

The Apply Missouri program may be implemented at any Missouri high school by using this guidebook, the templates and forms available on [dhe.mo.gov](http://dhe.mo.gov) and by registering to be a site. The Missouri Department of Higher Education offers some additional support in the form of promotional items and supplies to “sponsored” schools — or those with high populations of target audience students. The Apply Missouri registration form (<http://surveys.mo.gov/index.php/679716/lang-en>) requests information necessary to determine whether a school will be sponsored, such as the percentage of students receiving free or reduced lunch prices.

### What types of students does Apply Missouri target?

The program is mainly focused on helping high school seniors who would be the first in their families to attend college. These students are often referred to as “first generation” students. The Apply Missouri program also seeks to help low-income students. However, it is important to remember that Apply Missouri activities

are intended for ALL high school seniors, and the Apply Missouri ideal is to have 100 percent of all participating high schools’ seniors take part in at least one Apply Missouri activity.

**Should I require students to sign up for specific Apply Missouri activities beforehand?** The national College Application Campaign, of which Apply Missouri is part, strongly discourages requiring students to sign up for specific activities beforehand. This practice is likely to discourage or prevent target audiences from participating.

**Can volunteers promote their colleges, organizations or businesses?** As you recruit volunteers, be sure everyone involved with Apply Missouri activities understands the program is NOT a recruitment opportunity for individual colleges and postsecondary institutions. Volunteers from local colleges and universities are welcome and can serve as experts regarding college admission processes — but they do need to be aware that they will be helping students to apply to any of the thousands of postsecondary schools nationwide. Volunteers may wear a specific college’s T-shirt, such as one from their alma mater, but they should refrain from promoting that school.

**Some Apply Missouri activities, such as showing the film *First Generation*, may cost the hosting school. Can those costs be passed along to students? For instance, could my school charge each student a dollar or two to attend the film screening?** No. However, site coordinators may solicit local businesses to sponsor their Apply Missouri activities by paying for a screening of *First Generation*, donating prizes to be used in drawings or contests, providing refreshments during some Apply Missouri activities, and more.